Job No. 896 April, 1956 Number ..... Place ..... A

1. Compared to a couple of years ago, would you say cigarette smoking among college students has increased, decreased, or stayed about the same?

Increased	10–1	Same	3
Decreased	2	Don't know	4

2a. Do you now ever smoke cigarettes (as much as a pack a week)?

Yes ..... 11–1 (Skip to 4)

No ..... 2 (Ask b)

b. Did you used to smoke cigarettes (as much as a pack a week)?

Yes ..... 11–3 (Skip to 3)

No ..... 4 (Ask c)

c. How does it happen that you don't smoke—in other words, what do you have against smoking cigarettes?

12– 13– (Skip to 35)

3a. How long ago did you stop smoking cigarettes (so much)?

Less than year ago	14–1
1 up to 2 years ago	2
2 up to 4 years ago	3
4 or more years ago	4
Don't know	5

3b. What was the last brand of cigarettes you smoked regularly?

Camel	15–1
Cavalier	2
Chesterfield (R)	3
Chesterfield (K)	4
Herbert Tareyton (R)	5
Herbert Tareyton (K)	6
Herbert Tareyton (F)	7
Kent	8
Kool (R)	9
Kool (K)	0
L & M	X
Lucky Strike	Y
Marlboro	16–1
Old Gold (R)	2
Old Gold (K)	3
Old Gold (F)	4
Pall Mall	5
Parliament	6
Philip Morris (R)	7
Philip Morris (K)	8
Raleigh (R)	9
Raleigh (K)	0
Regent (R)	17–1
Regent (K)	2
Regent (F))	3
Spud	4
Viceroy	5
Winston	6
Other regular	7
Other king	8
Other filter	9
Roll your own	0
No regular brand	X
Don't know	Y

c. Why did you stop smoking cigarettes (so much)?

18– 19– (Skip to 35)

Don't know 19–Y

4. How old were you when you started to smoke cigarettes?

Under 13	20–1
13 or 14	2
15 or 16	3
17 or 18	4
19 or 20	5
21 or over	6
Don't know	7

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Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

5a. Do you remember what brand of cigarettes you first started to smoke regularly?

	5a. Started on	6a. Now smoke	7a. Used to smoke	8. Smoke for change	9a. Tried in last 6 mos.	10. Likes advertising	11a. Dislikes advertising
Camel (R)	21–1	24–1	27–1	30–1	33–1	36–1	39–1
Cavalier (K)	2	2	2	2	2	2	2
Chesterfield (R)	3	3	3	3	3	3	3
Chesterfield (K)	4	4	4	4	4		
Herbert Tareyton (R)	5	5	5	5	5	5	5
Herbert Tareyton (K)	6	6	6	6	6		
Herbert Tareyton (F)	7	7	7	7	7		
Kent (F)	8	8	8	8	8	8	8
Kool (R)	9	9	9	9	9	9	9
Kool (K)	0	0	0	0	0		
L & M (F–R)	X	X	X	X	X	X	X
L & M (F–K)	Y	Y	Y	Y	Y		
Lucky Strike (R)	22–1	25–1	28–1	31–1	34–1	37–1	40–1
Marlboro (F)	2	2	2	2	2	2	2
Old Gold (R)	3	3	3	3	3	3	3
Old Gold (K)	4	4	4	4	4		
Old Gold (F)	5	5	5	5	5		
Pall Mall (K)	6	6	6	6	6	6	6
Parliament (F)	7	7	7	7	7	7	7
Philip Morris (R)	8	8	8	8	8	8	8
Philip Morris (K)	9	9	9	9	9		
Raleigh (R)	0	0	0	0	0	0	0
Raleigh (K)	X	X	X	X	X		
Regent (R)	23–1	26–1	29–1	32–1	35–1	38–1	41–1
Regent (K)	2	2	2	2	2		
Regent (F)	3	3	3	3	3		
Spud (R)	4	4	4	4	4	4	4
Viceroy (F)	5	5	5	5	5	5	5
Winston (F)	6	6	6	6	6	6	6
Other (F)	7	7	7	7	7	7	7
Other (K)	8	8	8	8	8	8	8
Other (R)	9	9	9	9	9	9	9
Roll your own	0 (Skip to 6)	0 (Skip to 10)	0 (Skip to 8)	XXXX	XXXX (Skip to 10)	XXXX	XXXX
None or don't know	X (Skip to 6)	X (Skip to 10)	X (Skip to 8)	X	X	X	X (Skip to 12)

5b. How did you happen to start smoking (first brand—5a)? 42–

43–

Don't know 43–Y

c. Who (else) did you know—either family or acquaintances—who smoked (first brand—5a) when you started smoking them?

Father	44–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

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Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

6a. What brand of cigarettes do you now smoke most often? **(RECORD AT LEFT IN COLUMN 6a)**

b. How long have you been smoking (present brand—6a) most often?

Less than 3 months	45–1	2 up to 3 years	5
3–6 months	2	3 up to 4 years	6
6–12 months	3	4 years or more	7
1 up to 2 years	4	Don't know	8

7a. What was the last brand you smoked most regularly before you smoked (present brand—6a)? **(RECORD AT LEFT IN COLUMN 7a)**

b. **(IF DIFFERENCE IN BRAND BETWEEN 6a AND 7a)** How did you happen to leave (old brand—7a) and change to (present brand—6a)?

46–

47–

Don't know 47–Y

c. Who (else) did you know—either family or acquaintances—that smoked (present brand—6a) when you changed to them? **(DOUBLE RECORD)**

Father	48–1	Other female relative	6
Mother	2	Roommate	7
Brother	3	Male friend	8
Sister	4	Female friend	9
Other male relative	5	No one else	0
		Don't know	X

8. Is there any other brand that you smoke fairly often just for a change from your regular brand? **(RECORD AT LEFT IN COLUMN 8; MULTIPLE RECORD IF NECESSARY).**

9a. During the past six months, have you tried any different brands from the ones you normally smoke? By "tried" we mean you smoked at least a pack of them. **(If "yes")** What was the last brand you tried at least a pack of? **(RECORD AT LEFT IN COLUMN 9a)**

b. Why didn't you change permanently to (brand tried last–9a)?

49–

50–

Don't know 50–Y

10. If you were to select a brand of cigarettes based purely on its advertising and nothing else, which brand would you select? **(RECORD AT LEFT IN COLUMN 10)**

11a. Now the other way around—is there some one brand of cigarettes you would like to avoid more than the others just because of its advertising? **(RECORD AT LEFT IN COLUMN 11a)**

b. What don't you like about the advertising?

51–

52–

Don't know 52–Y

12a. About how many cigarettes a day do you usually smoke?

6 or less	53–1	36–45	53–5
7–15	2	46–55	6
16–25	3	56 or more	7
26–35	4	Don't know	8

b. Do you feel that you smoke too many cigarettes, or that the amount you smoke is all right?

Too many	53–9
All right	0
Don't know	X

IF SMOKES FILTER TIPS (F) IN 6a, CONTINUE.
IF SMOKES KING SIZE (K) IN 6a, SKIP TO 16.
IF SMOKES REULAR SIZE (R) IN 6a, SKIP TO 18.
IF SMOKES "ROLL YOUR OWN" OR NO REGULAR BRAND IN 6a, SKIP TO 20.

FILTER TIPS

13. Why do you smoke filter tips rather than non-filter tip cigarettes?

10–

11–

Don't know 11–Y

14a. Are there any times or circumstances when you like to smoke a non-filter cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 15)
Don't know	3	(Skip to 15)

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

15a. Besides (present brand in 6a) what other filter tip cigarettes have you tried during the past year—by tried, I mean tried at least a pack of them?

Herbert Tareyton	15–1	(Ask b)
Kent	2	
L & M	3	
Marlboro	4	
Old Gold	5	
Parliament	6	
Regent	7	
Viceroy	8	
Vogue	9	
Winston	0	
Other	X	
None or don't know	Y	(Skip to 24)

b. Why do you prefer (present brand in 6a) to other brands of filter tips?

16–

17– (Skip to 24)

Don't know 17–Y

KING SIZE

16. Why do you smoke king size cigarettes instead of regular size?

10–

11–

Don't know 11–Y

17a. Are there any times or circumstances when you like to smoke a regular size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14– (Skip to 20)

Don't know 14–Y

REGULAR SIZE

18. Why do you prefer regular-size cigarettes to king-size cigarettes?

10–

11–

Don't know 11–Y

19a. Are there any times or circumstances when you like to smoke a king size cigarette?

Yes	12–1	(Ask b)
No	2	(Skip to 20)
Don't know	3	

b. Under what circumstances do you like to smoke them?

13–

14–

Don't know 14–Y

KING AND REGULAR

20a. Have you tried any filter tip cigarettes during the past year—by tried, I mean tried at least a pack of them?

Yes 15–1 (Ask b)

No 2 (Skip to 21)

b. What brands have you tried at least a pack of during the past year?

Herbert Tareyton	16–1	Regent	16–7
Kent	2	Viceroy	8
L & M	3	Vogue	9
Marlboro	4	Winston	0
Old Gold	5	Other	X
Parliament	6	None or don't know	Y

21. What don't you like about filter tip cigarettes?

17–

18–

Don't know 18–Y

22a. Are there any times or circumstances when you like to smoke a filter-tip cigarette?

Yes	19–1	(Ask b)
No	2	(Skip to 23)
Don't know	3	

b. Under what circumstances do you like to smoke them?

20–

21–

Don't know 21–Y

23. Just as a guess, would you expect that they will improve the taste of filter-tip cigarettes during the next few years, or that they won't be able to do anything to really improve the taste of filter tips?

Expect taste to improve 22–1

Won't be able to improve taste 2

Don't know 3

10017529B1

Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

ASK ALL SMOKERS

24a. Now comparing filter and non-filter cigarettes on a couple of points: which do you think draws easier—filter or non-filter cigarettes?

	a. Easier	b. Milder	c. Tastes better
Filter	23–1	23–5	23–9
Non-filter	2	6	0
No difference (vol).	3	7	X
Don't know	4	8	Y

b. Which do you think is milder—filter or non-filter cigarettes? **(RECORD ABOVE)**

c. Which do you think tastes better—filter or non-filter cigarettes? **(RECORD ABOVE)**

25. All things considered, which do you think does the best job of filtering—the tobacco itself or a built-in filter?

Tobacco itself	24–1
Built-in filter	2
Both equal (vol.)	3
Don't know	4

26. Now here is a list of specific things a manufacturer might do to try to increase sales of his cigarettes among college students. Which 2 or 3 of them do you think would do the most to increase sales of a brand over a period of time? **(HAND RESPONDENT WHITE CARD)**

Advertise on college radio	25–1
Put on a good radio program over regular network	2
Try to get stores around here to push his brand	3
Advertise in college paper	4
Special sales like selling two packs for the price of one	5
Get some key students to start using his brand	6
Run campus contests with prizes	7
Put on a good TV show	8
Give out free packages of cigarettes	9
Show a documentary film of how cigarettes are made	0
None or don't know	X

27. On the theory that there is such a thing as "follow the leader," what 2 or 3 types of people here on campus would be the best for a cigarette manufacturer to get to smoke his brand?

26–

27–

Don't know 27–Y

28a. Have any students here on campus been passing out free cigarettes for students to try during this past year?

Yes	28–1	(Ask b)
No	2	(Skip to 29)
Don't know	3	(Skip to 29)

b. What brands do you know of that have been passed out?

	b. Brands passed out	c. Respondent given	d. Donor sold	d. No impression	d. Donor not sold (vol.)
Camel	29–1	31–1	33–1	2	3
Cavalier	2	2	33–4	5	6
Chesterfield	3	3	33–7	8	9
Herbert Tareyton	4	4	33–0	X	Y
Kent	5	5	34–1	2	3
Kool	6	6	34–4	5	6
L & M	7	7	34–7	8	9
Lucky Strike	8	8	34–0	X	Y
Marlboro	9	9	35–1	2	3
Old Gold	30–1	32–1	35–4	5	6
Pall Mall	2	2	35–7	8	9
Parliament	3	3	35–0	X	Y
Philip Morris	4	4	36–1	2	3
Viceroy	5	5	36–4	5	6
Vogue	6	6	36–7	8	9
Winston	7	7	36–0	X	Y
Other	8	8			
Don't know	9	9			

c. **(ASK FOR EACH BRAND CHECKED IN b)** Were you given (brand) to try? **(RECORD ABOVE)**

d. **(ASK FOR EACH BRAND CHECKED IN c)** Now how about the person who was giving out the (brand given) —did you feel he (or she) was really sold personally on that brand of cigarettes or didn't you have any impression on this one way or the other? **(RECORD ABOVE)**

29. Recently many changes have been made in cigarettes in an attempt to make them more to the liking of smokers. Have you any suggestions for other changes that would make cigarettes more to your liking?

37–

Don't know 37–Y

1001752982

Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

30. Here is a card with a list of words and phrases on it. **(HAND RESPONDENT YELLOW CARD)** Which of these words and phrases would you say are particularly good for describing the way you feel about (Lucky Strikes, etc.)? Any others?

	a. Lucky Strikes	b. Philip Morris	c. Winston	d. Marlboros
Good flavor	38–1	40–1	42–1	44–1
Mild	2	2	2	2
Strong	3	3	3	3
Too loosely packed	4	4	4	4
Hard to draw on	5	5	5	5
Hard on your throat	6	6	6	6
Odd or peculiar taste	7	7	7	7
Irritating advertising	8	8	8	8
Snobbish	9	9	9	9
Too expensive	0	0	0	0
Ordinary or common	X	X	X	X
No bad after-effects	Y	Y	Y	Y
Distinctive	39–1	41–1	43–1	45–1
Better for your health	2	2	2	2
Popular with older generation	3	3	3	3
Not enough taste	4	4	4	4
Satisfying	5	5	5	5
Tastes bad	6	6	6	6
Good value for your money	7	7	7	7
None or don't know	8	8	8	8
Not familiar enough with brand (vol.)	9	9	9	9

31. Now here is a list of several different brands of cigarettes. **(HAND RESPONDENT PINK CARD)** If you had to guess, which of these brands would you say a (truck driver, debutante, etc.) would be most apt to smoke?

	a. Truck driver	b. Debutante	c. Doctor	d. Young business executive	e. Stenographer
Camel	46–1	48–1	50–1	52–1	54–1
Cavalier	2	2	2	2	2
Chesterfield	3	3	3	3	3
Herbert Tareyton	4	4	4	4	4
Kent	5	5	5	5	5
Kool	6	6	6	6	6
L & M	7	7	7	7	7
Lucky Strike	8	8	8	8	8
Marlboro	9	9	9	9	9
Old Gold	47–1	49–1	51–1	53–1	55–1
Pall Mall	2	2	2	2	2
Parliament	3	3	3	3	3
Philip Morris	4	4	4	4	4
Viceroy	5	5	5	5	5
Vogue	6	6	6	6	6
Winston	7	7	7	7	7
Don't know	8	8	8	8	8
None	9	9	9	9	9

32a. Leaving aside the way they work and just considering their appearance, which one of those brands do you think has the best looking package? **(HAND RESPONDENT PINK CARD)**

b. And which has the worst looking package?

	a. Best	b. Worst
Camel	60–1	62–1
Cavalier	2	2
Chesterfield	3	3
Herbert Tareyton	4	4
Kent	5	5
Kool	6	6
L & M	7	7
Lucky Strike	8	8
Marlboro	9	9
Old Gold	61–1	63–1
Pall Mall	2	2
Parliament	3	3
Philip Morris	4	4
Viceroy	5	5
Vogue	6	6
Winston	7	7
Don't know	8	8

33a. Now suppose your brand was available in 3 different kinds of packages at the same price—a hard package of the kind Marlboro uses, a hard package of the kind Parliament uses, or the soft package most other cigarettes use. Which way would you buy them?

Marlboro kind	64–1	(Ask b & c)
Parliament kind	2	(Ask b & c)
Either kind of hard (vol.)	3	(Skip to c)
Soft package	4	(Skip to d)
Don't know	5	(Skip to 34)

b. Why would you prefer the (Marlboro) (Parliament) kind of box to the (Parliament) (Marlboro) kind of box?

65–

66–

Don't know 66–Y

c. (And) why would you prefer the hard box to the soft package most other cigarettes use?

67–

68–

Don't know 68–Y

(Skip to 34)

d. Why would you prefer the soft package to the hard ones?

69–

70–

Don't know 70–Y

10017529B3

Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

34a. Did you happen to buy any cigarettes yesterday, either for yourself or someone else?

Yes ____ 71–1 (Ask b)
No ____ 2 (Skip to d)

b. How many did you buy?

By the pack ____ 72– (write in #)

By the carton ____ 72– (write in #)

c. Where did you buy them—here on campus or somewhere else? And at what kind of place?

	c. Bought yesterday	d. Usually buy
On campus		
Cafeteria or restaurant	73–1	74–1
Campus store	2	2
Vending machine in store or restaurant	3	3
Vending machine elsewhere (dorm, fraternity, etc.)	4	4
Other	5	5
	(Skip to 35)	(Ask e)
Off campus		
Cafeteria or restaurant	6	6
Grocery or supermarket	7	7
Drugstore	8	8
News-cigar stand or store	9	9
Vending machine	0	0
Other	X	X

d. Where do you most often buy your cigarettes—here on campus, or somewhere else? And at what kind of place? (RECORD ABOVE)

e. Do you usually buy them by the pack or by the carton?

Pack ____ 75–1
Carton ____ 2

(ASK ALL MEN)

35a. Do you now ever smoke a pipe (as much as once a week)?

Yes ____ 54–1 (Ask b)
No ____ 2 (Skip to 36)

b. What brand of tobacco do you usually use?

Prince Albert	55–1	Edgeworth	56–1
Half & Half	2	George Washington	2
Velvet	3	Old Briar	3
Sir Walter Raleigh	4	Holiday	4
Kentucky Club	5	Bond Street	5
Model	6	Briggs	6
Union Leader	7	Revelation	7
Granger	8	Other	8
		Don't know	9

ASK EVERYONE

36a. Do you have a college radio station?

Yes ____ 57–1 (Ask b)
No ____ 2 (Skip to 37)

b. About how often do you listen to it—almost daily, several times a week, about once a week, less often than that or do you never listen to it?

Daily ____ 57–3
Several times a week ____ 4
Once a week ____ 5 (Ask c)
Less often ____ 6
Never ____ 7 (Skip to 37)

c. Do they have any cigarette advertising on it?

Yes ____ 57–8
No ____ 9
Don't know ____ 0

37a. Do you read your college newspaper regularly, only occasionally, or practically never?

Regularly ____ 58–1
Occasionally ____ 2 (Ask b)
Never ____ 3 (Skip to 38)

b. Do they have any cigarette advertising in it?

Yes ____ 58–4
No ____ 5
Don't know ____ 6

c. Do they carry a column by Max Shulman in it?

Yes ____ 58–7 (Ask d)
No ____ 8
Don't know ____ 9 (Skip to 38)

d. How do you feel about the column—do you like it, dislike it, or feel sort of so-so about it?

Like ____ 59–1 (Skip to f)
Dislike ____ 2
Feel so-so ____ 3 (Ask e)
Never read (vol.) ____ 4
Don't know ____ 5 (Skip to 38)

e. Why don't you like it?

60–

Don't know ____ Y

f. Have you noticed what product Max Shulman promotes? (DON'T SUGGEST ANSWERS)

"Cigarettes" (Don't know brand) ____ 61–1
Philip Morris ____ 2
Marlboro ____ 3
Parliament ____ 4
Other cigarettes ____ 5
Other products ____ 6
Don't know ____ 7

1001752984

Source: https://www.industrydocuments.ucsf.edu/docs/kshk0000

38a. About how often have you been listening to radio broadcasts during this past winter and spring (not counting your college radio)—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	62–1	Less often	4
Several times a week	2	Not at all	5
About once a week	3		

(Ask b) (Skip to 39)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of radio programs you like the best? **(HAND RESPONDENT GREEN CARD)**

	28b. Radio	39b. TV
Weather reports	63–1	65–1
Classical music	2	2
Straight comedy programs	3	3
Variety programs	4	4
News broadcasts	5	5
Old familiar music	6	6
Popular and dance music	7	7
Quiz programs	8	8
Sports events	9	9
Serial dramas	0	0
Serious plays	X	X
Light plays	Y	Y
Discussions of public issues	64–1	66–1
Religious programs	2	2
Movies	XXXX	3
Documentaries	4	4
None	5	5
Don't know	6	6

c. At what hours do you usually listen to the radio?

Morning		Afternoon		Evening	
Before 8	67–1	12 - 1	68–1	6 - 7	68–7
8 - 9	2	1 - 2	2	7 - 8	8
9 - 10	3	2 - 3	3	8 - 9	9
10 - 11	4	3 - 4	4	9 - 10	0
11 - 12	5	4 - 5	5	After 10	X
		5 - 6	6		

39a. About how often have you been watching television during this past winter and spring—almost daily, several times a week, about once a week, less often than that, or not at all?

Daily	69–1	Less often	4
Several times a week	2	Not at all	5
About once a week	3		

(Ask b) (Skip to 40)

b. Here is a list of different kinds of programs. Would you look through the list and then tell me which one or two kinds of television programs you like the best? **(RECORD ABOVE)**

39c. At what hours do you usually watch television?

Morning		Afternoon		Evening	
Before 8	69–6	12 - 1	70–1	6 - 7	70–7
8 - 9	7	1 - 2	2	7 - 8	8
9 - 10	8	2 - 3	3	8 - 9	9
10 - 11	9	3 - 4	4	9 - 10	0
11 - 12	0	4 - 5	5	After 10	X
		5 - 6	6		

40. Now this is all except for a couple of questions on beverages—Roughly, about how often do you drink (coffee, etc.) around this time of year—more than once a day, once a day, several times a week, once a week, less often than that, or never?

	a. Coffee	b. Tea	c. Milk	d. Highball or cocktail	e. Beer
Several times daily	71–1	72–1	73–1	74–1	75–1
Once a day	2	2	2	2	2
Several times a week	3	3	3	3	3
Once a week	4	4	4	4	4
Less often	5	5	5	5	5
Never	6	6	6	6	6
Don't know	7	7	7	7	7

FACTUAL

Sex:

Male	76–1
Female	2

Age:

Under 16	76–3
16	4
17	5
18	6
19	7
20	8
21	9
22-24	0
25 or over	X

Location of student's home:

New England	78–1
Middle Atlantic	2
East North Central	3
West North Central	4
South Atlantic	5
East South Central	6
West South Central	7
Mountain or Pacific	8

Class:

Freshman	77–1
Sophomore	2
Junior	3
Senior	4

Where Live:

Dormitory	77–5
Fraternity or Sorority	6
Own home	7
Other	8

Belongs to Sorority or Fraternity 77–9

Not a member	0

Marital Status:

Married	77–X
Not married	Y

Size of Place where student lives:

Over 1,000,000	79–1
500,000 - 1,000,000	2
100,000 - 500,000	3
25,000 - 100,000	4
2,500 - 25,000	5
Under 2,500 or rural	6

Interviewer's Initials .....

Respondent No. .....

10017529B5

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